

**SUADA announces new clients and  
launches 2024 pro bono initiative for gender equality**

January 2024: Good-purpose communications agency, SUADA, has announced two new clients: leading Indigenous education organisation, the Goodes O'Loughlin (GO) Foundation, and Australia's largest network of alternative schools, EREA Flexible Schools. SUADA also launched its 2024 pro bono initiative, PR for Good™, committing 150 hours to empower women and girls.

The addition of the GO Foundation and EREA Flexible Schools aligns with SUADA's continued focus on changing the world for the better through impactful storytelling and meaningful relationship development. SUADA will provide ongoing strategic communications counsel, media relations and content development to both organisations, working closely with senior leadership to bolster their organisational impact through communications.

Founder and CEO of SUADA, Naomi Brooker, said: "It is a joy to work with organisations that are doing such inspiring, meaningful work. In 2024, GO celebrates 15 years in operation, having supported more than 1,200 Indigenous young people to pursue their educational goals. EREA Flexis are showing how radical inclusion and an unconditional positive regard for young people can transform students' educational experience, keeping them engaged and motivated no matter their personal circumstances. This kind of work is why we love what we do at SUADA, and I am delighted to welcome GO and Flexis to our growing network of clients who are changing the world for the better."

CEO of the GO Foundation, Charlene Davison, said: "Naomi and her team at SUADA have been amazing to work with. They have taken time and care in learning about our organisation and what our values, vision and priorities are and have helped us bring to life our achievements and student success stories in our 2023 Annual Impact Report which we are excited to release in January. We are so pleased that SUADA will continue to support GO into 2024 and beyond."

CEO of EREA Flexible Schools, Matt Hawkins, said: "EREA Flexible Schools is thrilled to be working with SUADA. Naomi and the team understand the core of who we are, why we exist, and where we want to go, thereby providing the perfect guidance in helping us share our story."

SUADA has also welcomed two pro bono clients as part of its PR for Good™ initiative, which aims to strengthen good-purpose organisations through more accessible public relations advice. While the focus of SUADA's pro bono initiative changes each year, in 2024, the team will focus on organisations addressing the United Nations Sustainable Development Goal 5: Achieve gender equality and empower all women and girls.

Pro bono clients include Ember Connect, an Indigenous organisation delivering economic empowerment for Indigenous women through a national mentoring program, and 100 Women, a national philanthropic organisation that awards grants to advance the safety, health, education and economic freedom of women and girls.

For more information about SUADA, visit [suada.com.au](https://suada.com.au).

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### **About SUADA**

*suada.com.au*

SUADA is a PR agency for organisations driving positive, sustainable change. We help clients promote and protect their reputation through communications, with impactful storytelling and meaningful relationship development at the core of everything we do. As a Certified B Corp with a mission of PR for Good™, we bring the highest standards of social and environmental performance to every client engagement.

### **About the GO Foundation**

*gofoundation.org.au*

The Goodes O'Loughlin Foundation Limited (the GO Foundation, or 'GO') was founded in 2009 by Adam Goodes and Michael O'Loughlin, two widely renowned and revered Aboriginal sportsmen and leaders, and their friend James Gallichan. GO creates opportunities for Indigenous young people through the delivery of its holistic Scholarship Program, with a focus on culture and education to help them reach their full potential.

### **About EREA Flexible Schools**

*ereafsn.edu.au*

Founded in 1987, EREA Flexible Schools (EREA Flexis) is the largest alternative schools network in Australia, operating 21 Flexible Learning Centres and two Special Schools around Australia in all states and territories except the ACT and Victoria. Founded on concepts of radical inclusion and an unconditional positive regard for young people, EREA Flexis work on common ground where power is shared and everyone has voice and agency in decision making.

### **About Ember Connect**

*emberconnect.com.au*

Ember Connect is an Aboriginal and Torres Strait Islander-led collective that elevates Aboriginal and Torres Strait Islander women to greater possibilities. Its online platform, [Ember Connect Live](#), is a living, breathing meeting place where women can gather, share stories, learn, and make genuine connections with other women. It provides an avenue for women to seek out their truest aspirations – in the safety of a space dedicated to the advancement and elevation of Aboriginal and Torres Strait Islander women.

### **About 100 Women**

*100women.org.au*

100 Women is an Australian philanthropic giving circle founded in March 2014. 100 Women enables everyday people to be involved in creating a world where all women and girls can live safely, with access to health, education, and economic freedom. The organisation does this by combining donations and knowledge to provide impactful grants. People can become a member from as little as \$25 a month, with 100% of donations going directly to the grassroots organisations funded by 100 Women.